Lead Capture, Capture & Nurturing: Marketing and Business **Development – Where They Intersect – Group** Discussion

# **GovCon IDEATORS**

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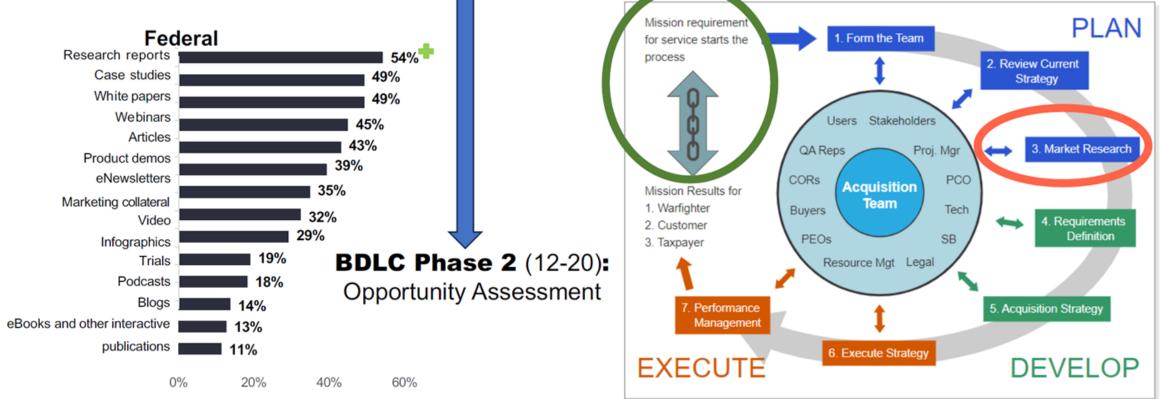


Where do lead capture and business development capture intersect?





### Educating & Informing in the Buying Process Exploring Options, Learning, and Conducting Early Research



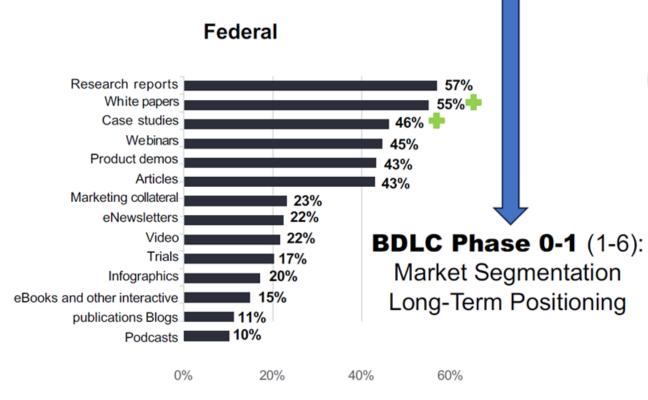


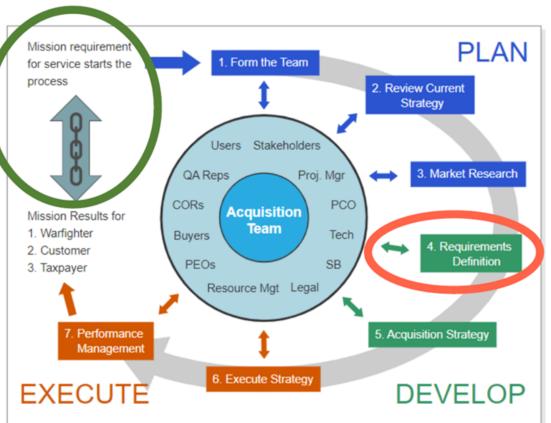




From Allan Rubin & Guy Timberlake's GAIN session

#### Educating & Informing in the Buying Process Determining Solutions and Specifications





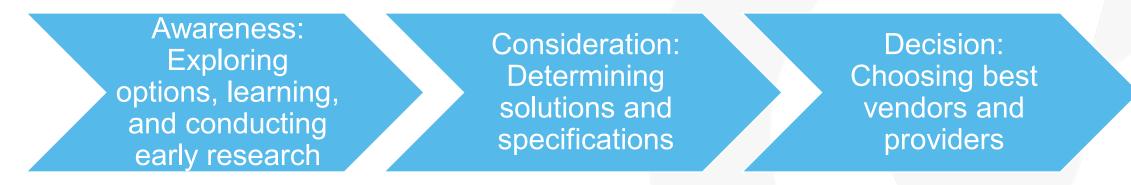






## **Campaigns, Lead Capture, and Engagement**

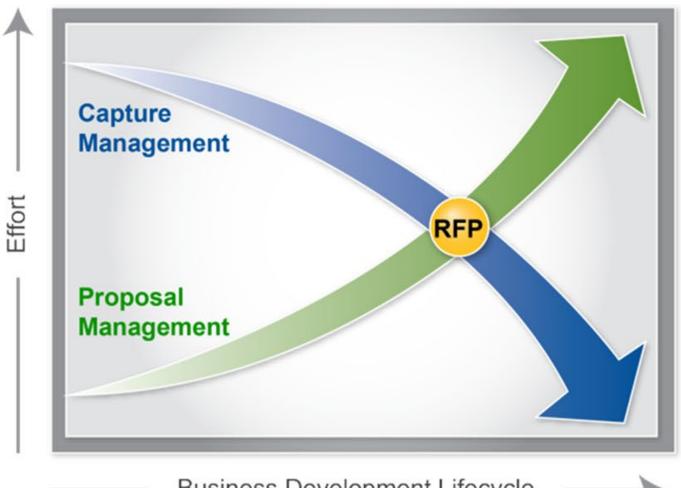
Campaigns to support awareness, leads/targets, engagement, and pipeline across the government buying process



Which Intersects with the Opportunity Lifecycle



## When should you bring in the Proposal Manager?



**Business Development Lifecycle** 



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## Industry Capture & Proposal Processes

Gov. Phases	Plan, Program, Budget, P. Dev.	Acq Planning, Req. Deficition	Market Research, Finalize Requirement Pre-Solicitation	Industry Meetings, Draft R	Final RFP R lease	SSEB, Negotiations, Awr b Debrief
Industry Phases	Long Term Positioning	Opportunity Assessment & Early Capture	Capture Development	Pre-Proposal Preparation	Proposal Dev.	Post Submittal Activities
Sample Activities	<ul> <li>4 Develop Marketing Campaign</li> <li>4 Establish Criteria Define new Business Opportunities</li> <li>4 Build Relationship</li> <li>4 Target Specific Opportunities &amp; Re-Competes</li> <li>4 Make Interest Decision and assign Capture Leads</li> </ul>	Opportunity 4 Client Interactions & Meetings 4 Understand	<ol> <li>4 Establish Capture core Team</li> <li>4 Develop Capture Plan &amp; Win Strategy</li> <li>4 Extend Customer Contacts and meetings</li> <li>4 Support Client Requirements Analysis, Definition and Refinement</li> <li>4 Develop Capture/Proposal Budget</li> <li>4 Develop initial Solutions</li> <li>4 Collaborate with Client on Potential Solutions</li> <li>4 Conduct Teaming Discussions and begin lock in ofTeaming Partners</li> </ol>	<ol> <li>Extend Client Contacts and meetings</li> <li>Develop Proposal Strategy &amp; Team</li> <li>Detailed Proposal Budget &amp; Resources</li> <li>Continue Client Support to refine requirements</li> <li>Finalize Solution Sets</li> <li>Receive, Review and Respond to Draft RFP</li> <li>Proposal Kick Off Meetings</li> <li>Write initial Proposal Packages</li> </ol>	<ul> <li>Impose Solution Freeze</li> <li>Finalize WBS</li> <li>Write and Finalize Proposal Volumes</li> <li>Conduct Final Green (Cost) Teams</li> <li>Conduct Red Teams</li> <li>Conduct Red Teams</li> <li>Compliance &amp; Legal reviews</li> </ul>	<ol> <li>Respond to Client Questions &amp; Clarifications (If Required)</li> <li>Conduct Discussions (If required)</li> <li>Conduct Orals (If Required)</li> <li>Respond to BAFO / Revised Pricing (If Required)</li> <li>Prepare &amp; Implement Transition Plan</li> <li>Request and attend Debriefs</li> </ol>
Sample Outputs	<ul> <li>4 Marketing Campaign Plan</li> <li>4 Interest / No Interest Recommendations &amp; Decisions</li> </ul>	4 Pursue / No – Pursuit Brief and Decision	<ul> <li>Capture Plan</li> <li>Client RFI / SSN Responses</li> <li>White Papers</li> <li>Technical Papers</li> <li>Client Presentations</li> <li>Strategic Hires</li> <li>Preliminary Base Line Solutions / Designs</li> <li>Client Analysis</li> <li>Competition Analysis</li> <li>Teaming Agreements</li> <li>Bid / No Bid Decision</li> </ul>	<ul> <li>4 White Papers</li> <li>4 Technical Papers</li> <li>4 Client Presentations</li> <li>4 WBS</li> <li>4 Final Teaming</li> <li>4 Proposal Outline</li> <li>4 Initial Proposal Drafts</li> <li>4 Initial Pink Team Review</li> </ul>	4 Proposal Delivery	<ul> <li>4 Oral Presentations</li> <li>4 Final Proposal</li> <li>4 Negotiate Contract</li> <li>4 Debrief Report</li> <li>4 Lessons Learned (Win or Lose)</li> <li>4 Hold Victory Party</li> <li>4 Contract Kick-Off</li> <li>4 Begin Work</li> </ul>



## Al in the Business Development Process



# Group Discussion

